

IN THE CLAIMS

No claims are amended herein. For the Examiner's convenience, all pending claims are reproduced below.

1 1 to 11. (Canceled)

1 12. (Original) A computer-implemented method for capturing and present-
2 ing node sequence data, comprising:

3 receiving input designating a target path comprising a sequence of
4 nodes, the target path further comprising at least one wild card;
5 retrieving, from a stored log, a plurality of records comprising node
6 sequence data;
7 filtering the retrieved records to identify records corresponding to
8 node sequences that match the target path; and
9 outputting a report based on the identified records.

1 13. (Original) The method of claim 12, wherein the node sequence data com-
2 prises website visitation path data, and wherein each node corresponds to at least
3 one web page.

1 14. (Original) The method of claim 13, further comprising, prior to retrieving
2 the plurality of records:
3 monitoring web page visits; and
4 storing, in the log, records representing the monitored web page visits.

1 15. (Original) The method of claim 12, wherein the target path comprises a
2 node corresponding to an entry point.

1 16. (Original) The method of claim 12, wherein the target path comprises a
2 node corresponding to an exit point.

1 17. (Original) The method of claim 12, wherein outputting the report com-
2 prises outputting a report indicating relative frequencies of occurrence of node se-
3 quences.

1 18. (Original) The method of claim 12, wherein outputting the report com-
2 prises outputting a report indicating relative frequencies of occurrence of node se-
3 quences that match the target path.

1 19. (Original) The method of claim 12, wherein outputting the report com-
2 prises outputting a graph including lines depicting node sequences, wherein a vis-
3 ual characteristic of the lines indicates relative frequency of occurrence of node se-
4 quences.

1 20. (Original) The method of claim 19, wherein the visual characteristic is
2 thickness.

1 21. (Original) The method of claim 19, wherein the visual characteristic is
2 color.

1 22 to 32. (Canceled)

1 33. (Original) A system for capturing and presenting node sequence data,
2 comprising:
3 a log, for storing a plurality of records comprising node sequence data;
4 an input device, for receiving input designating a target path compris-
5 ing a sequence of nodes, the target path further comprising at
6 least one wild card;
7 a path analysis module, coupled to the log and to the input device, for
8 retrieving records and for filtering the retrieved records to iden-
9 tify records corresponding to node sequences that match the
10 target path; and
11 an output device, coupled to the path analysis module, for outputting
12 a report based on the identified records.

1 34. (Original) The system of claim 33, wherein the node sequence data com-
2 prises website visitation path data, and wherein each node corresponds to at least
3 one web page.

1 35. (Original) The system of claim 34, further comprising:
2 a tracking server, coupled to the log, for monitoring web page visits
3 and for transmitting a signal to the log to store records repre-
4 senting the monitored web page visits.

1 36. (Original) The system of claim 33, wherein the target path comprises a
2 node corresponding to an entry point.

1 37. (Original) The system of claim 33, wherein the target path comprises a
2 node corresponding to an exit point.

1 38. (Original) The system of claim 33, wherein the output device outputs a
2 report indicating relative frequencies of occurrence of node sequences.

1 39. (Original) The system of claim 33, wherein the output device outputs a
2 report indicating relative frequencies of occurrence of node sequences that match the
3 target path.

1 40. (Original) The system of claim 33, wherein the report comprises a graph
2 including lines depicting node sequences, wherein a visual characteristic of the lines
3 indicates relative frequency of occurrence of node sequences.

1 41. (Original) The system of claim 40, wherein the visual characteristic is
2 thickness.

1 42. (Original) The system of claim 40, wherein the visual characteristic is
2 color.

1 43 to 53. (Canceled)

1 54. (Original) A computer program product for capturing and presenting
2 node sequence data, comprising:
3 a computer-readable medium; and
4 computer program code, encoded on the medium, for:

5 receiving input designating a target path comprising a sequence of
6 nodes, the target path further comprising at least one wild
7 card;
8 retrieving, from a stored log, a plurality of records comprising node
9 sequence data;
10 filtering the retrieved records to identify records corresponding to
11 node sequences that match the target path; and
12 outputting a report based on the identified records.

1 55. (Original) The computer program product of claim 54, wherein the node
2 sequence data comprises website visitation path data, and wherein each node corre-
3 sponds to at least one web page.

1 56. (Original) The computer program product of claim 55, further compris-
2 ing computer program code, encoded on the medium, for, prior to retrieving the
3 plurality of records:

4 monitoring web page visits; and
5 storing, in the log, records representing the monitored web page visits.

1 57. (Original) The computer program product of claim 54, wherein the target
2 path comprises a node corresponding to an entry point.

1 58. (Original) The computer program product of claim 54, wherein the target
2 path comprises a node corresponding to an exit point.

1 59. (Original) The computer program product of claim 54, wherein the com-
2 puter program code for outputting the report comprises computer program code for
3 outputting a report indicating relative frequencies of occurrence of node sequences.

1 60. (Original) The computer program product of claim 54, wherein the com-
2 puter program code for outputting the report comprises computer program code for
3 outputting a report indicating relative frequencies of occurrence of node sequences
4 that match the target path.

1 61. (Original) The computer program product of claim 54, wherein the com-
2 puter program code for outputting the report comprises computer program code for
3 outputting a graph including lines depicting node sequences, wherein a visual char-
4 acteristic of the lines indicates relative frequency of occurrence of node sequences.

1 62. (Original) The computer program product of claim 61, wherein the visual
2 characteristic is thickness.

1 63. (Original) The computer program product of claim 61, wherein the visual
2 characteristic is color.